

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Navy Exchange Service Command, an instrumentality under US Dept. of Navy		12/05/2011	FEDERAL AGENCY: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Army and Air Force Exchange Service		
<b>Street Address:</b>	3911 S. Walton Walker Blvd.		
<b>City:</b>	Dallas		
<b>State/Country:</b>	TEXAS		
<b>Postal Code:</b>	75236		
<b>Entity Type:</b>	FEDERAL AGENCY: UNITED STATES		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3014931	PATRIOT'S CHOICE	
Registration Number:	3246100	PATRIOT'S CHOICE	
Registration Number:	3026599	PATRIOT'S CHOICE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(214)465-2707		
<b>Phone:</b>	(214) 312-3507		
<b>Email:</b>	llewellyne@aafes.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	Edwin (Trey) Llewellyn, III		
<b>Address Line 1:</b>	3911 S. Walton Walker Blvd.		
<b>Address Line 4:</b>	Dallas, TEXAS 75236		
<b>NAME OF SUBMITTER:</b>	Edwin Llewellyn		
<b>Signature:</b>	/edwin llewellyn/		

OP \$90.00 3014931

**900208949**

**TRADEMARK**  
**REEL: 004674 FRAME: 0023**

Date:

12/07/2011

Total Attachments: 2

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**ASSIGNMENT OF UNITED STATES TRADEMARK**

**WHEREAS**, Navy Exchange Service Command ("Assignor"), a U.S. government instrumentality under the Department of the Navy, with its headquarters at 3280 Virginia Beach Boulevard, Virginia Beach, VA 23452, is the owner of record of the following trademarks in the United States Patent and Trademark Office:

<b>Trademark</b>	<b>Registration Number</b>	<b>Issue Dates</b>
<b>Patriot's Choice</b>	<b>3014931</b>	<b>11/15/2005</b>
<b>Patriot's Choice</b>	<b>3246100</b>	<b>05/29/2007</b>
<b>Patriot's Choice</b>	<b>3026599</b>	<b>12/13/2005</b>

**WHEREAS**, Assignor has obtained registration for the trademarks listed above with the indicated registration number(s) in the United States Patent and Trademark Office; and

**WHEREAS**, Army and Air Force Exchange Service ("Assignee") a U.S. Government Instrumentality, address at P.O. Box 660202, Dallas, Texas 752650202, is desirous of acquiring any and all right, title and interest Assignor may have in the above-referenced registered trademarks in the United States.

**NOW, THEREFORE**, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee, any and all right, title and interest in and to said trademarks for the United States, together with the good will of the business connected with the use of and symbolized by said registered trademarks and together with its right to sue for past infringements thereof.

Assignor further agrees that, upon written request, it shall deliver to Assignee such further lawful instruments (duly executed) and documents as are reasonably necessary or desirable to carry out the purpose of this assignment.

This instrument shall inure to the benefit of the assignee and its successors, assigns, and

legal representatives and shall be binding upon the assignor and its successors, assigns and legal representatives.

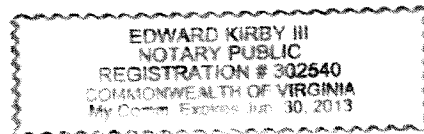
IN WITNESS WHEREOF, the parties have caused this Agreement to be executed this 30<sup>th</sup> day of November, 2011.

**NAVY EXCHANGE SERVICE COMMAND**

By: Jack Keenan  
Jack Keenan  
Divisional Merchandise Manager/  
Private Brands

Sworn and subscribed to before me this 30<sup>th</sup> day of November, 2011.

Edward Kirby III  
Notary Public

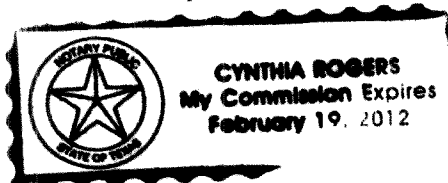


**ARMY AND AIR FORCE EXCHANGE SERVICE**

By: Edna E. Lewellen III  
Name: Edna E. Lewellen III  
Title: ASSISTANT GENERAL COUNSEL

Sworn and subscribed to before me this 5<sup>th</sup> day of December, 2011.

Cynthia Rogers  
Notary Public



2